MERCURY

Financial Analysis & Forecasting for Business Planning

14 - 18 Sep 2026
Geneva (Switzerland)

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Financial Analysis & Forecasting for Business Planning

Ref.: 121780_1047204 **Date:** 14 - 18 Sep 2026 **Location:** Geneva (Switzerland) **Fees:** 6500 **Euro**

Introduction

Financial analysis and forecasting for business planning build a strong understanding of how financial data supports strategic decisions. It explains how to read financial statements, assess performance, and connect numbers to business goals. The Financial Analysis & Forecasting for Business Planning course shows how forecasting supports budgeting, investment planning, and operational control. Participants learn how to identify trends, evaluate risk, and prepare realistic projections for future growth. The content focuses on clear financial reasoning, business planning models, and informed decision-making. Learners will understand how financial analysis strengthens planning, improves stability, and supports sustainable performance.

Targeted Groups

This Financial Analysis & Forecasting for Business Planning training targets professionals seeking knowledge and skills:

- Finance officers and analysts.
- Business planners and strategists.
- Accounting and reporting staff.
- Managers are responsible for budgets.
- Entrepreneurs and small business owners.
- Project and operations supervisors.
- Professionals involved in forecasting and planning.

Course Objectives

Participants will achieve the following objectives by completing the Financial Analysis & Forecasting for Business Planning course:

- Understand core financial analysis concepts.
- Interpret income statements, balance sheets, and cash flow reports.
- Measure profitability, liquidity, efficiency, and solvency.
- Identify trends that affect business performance.
- Build practical budgeting and forecasting assumptions.
- Apply variance analysis to compare plans with results.
- Develop clearer financial planning for business growth.
- Support decisions with accurate financial insights.

Targeted Competencies

Participants will gain the following competencies during the Financial Analysis & Forecasting for Business Planning program:

- Financial statement interpretation.
- Ratio analysis and performance review.

- Forecasting and projection skills.
- Budget preparation and control.
- Scenario analysis and sensitivity thinking.
- Data-driven business planning.
- Financial risk awareness.
- Reporting for management decision-making.

Studying Scenarios

In this Financial Analysis & Forecasting for Business Planning training, participants develop skills through the following scenarios:

- Reviewing a company's financial results.
- Comparing actual performance against budget.
- Forecasting sales, costs, and cash flow.
- Testing business plans under different scenarios.
- Evaluating investment decisions using financial data.
- Identifying financial risks before planning expansion.

Course Content

Unit 1: Foundations of Financial Analysis

- Financial analysis and forecasting define the language of business planning.
- Financial data supports decisions on growth, cost control, and investment.
- Key financial statements explain profit, position, and cash movement.
- Users learn how to connect numbers with business strategy.
- Financial information helps leaders judge stability and future potential.
- The unit builds awareness of internal and external decision needs.

Unit 2: Reading and Interpreting Financial Statements

- Income statements reveal revenue, cost behavior, and net profit.
- Balance sheets show assets, liabilities, and equity structure.
- Cash flow statements explain liquidity and the movement of working capital.
- Notes to the accounts provide context for deeper financial review.
- Trend analysis helps identify changes in performance over time.
- Statement interpretation supports informed budgeting and business planning.

Unit 3: Financial Performance Measurement

- Profitability analysis shows how well the business converts sales into earnings.
- Liquidity analysis checks the ability to meet short-term obligations.
- Efficiency analysis examines how effectively assets are used.
- The solvency review supports the long-term financial stability assessment.
- Variance analysis highlights gaps between planned and actual results.
- Management reporting turns financial data into practical action points.

Unit 4: Forecasting, Budgeting, and Planning

- Forecasting estimates future sales, expenses, and cash requirements.
- Budgeting translates strategic goals into measurable financial targets.

- Assumption setting improves the quality of forecasts and projections.
- Historical data supports more realistic business planning models.
- Scenario planning prepares the business for best-case and worst-case outcomes.
- Sensitivity review shows how changes in key variables affect results.

Unit 5: Applying Financial Analysis to Business Strategy

- Financial analysis guides expansion, pricing, and resource allocation decisions.
- Forecasting supports capacity planning, staffing, and operational timing.
- Capital planning uses financial evidence to compare funding options.
- Risk analysis helps leaders anticipate pressure on revenue and cash flow.
- Performance dashboards improve visibility across departments and projects.
- Strategic planning becomes stronger when financial data supports every choice.

Final Insights & Key Takeaways

Financial analysis and forecasting create a reliable foundation for business planning because they turn raw numbers into clear direction and measurable action. Strong financial judgment improves planning quality, supports growth, and helps organizations stay prepared for change.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Registration form on the :
Financial Analysis & Forecasting for Business Planning

code: 121780 **From:** 14 - 18 Sep 2026 **Venue:** Geneva (Switzerland) **Fees:** 6500 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
....
Position:
....
Telephone / Mobile:
....
Personal E-Mail:
....
Official E-Mail:
....

Company Information

Company Name:
....
Address:
....
City / Country:
....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
....
Position:
....
Telephone / Mobile:
....
Personal E-Mail:
....
Official E-Mail:
....

Payment Method

- [ ] Please invoice me
- [ ] Please invoice my company